

Economy Outlook Brightened by Continue Hike in Steel Output

By REYNOLDS KNIGHT
The optimistic outlook for the nation's economy in some quarters was strengthened last week by news that steel production had risen for the tenth straight week. It was the longest streak of production gains in 6½ years.

Production of 2,037,000 tons of raw steel in the week ended May 21 was a rise of 49,000 tons, or 2.5 per cent from the previous week. It marked the highest production in any seven-day period since the week ended May 14, 1960.

AT THIS POINT, May output is expected to set a 13-month high, with prospects good for

an eleventh straight month increase.

As of June, however, some industry leaders foresee a leveling off as auto manufacturers reduce purchases prior to model changeovers, and there may be widespread vacation shutdown by steel fabricating plants.

The first last week placed the unofficial steel operating rate at 71.5 per cent of known 1960 capacity, or about 70.8 per cent of estimated 1961 capacity.

The production increases were general throughout most of the nation, with eight regions showing upturns and only three — Buffalo, Cleveland and the South — down.

MIGHTIER PEN — Electronic computers and data processing equipment notwithstanding, the outlook for the sale of hand-held writing instruments in the current decade is bright, according to a leading pen manufacturer who cites a constant growth in the number of employed persons assumed to be daily users of pens and pencils.

"No matter how great the appetite of this mechanized or electronic equipment, it depends on human handwriting for nourishment, says John D. Sheaffer, marketing vice president of the W. A. Sheaffer Pen Co.

"A STUDY BY the U.S. Department of Labor shows that today there are 32.6 per cent more white collar workers than in 1950 — 29,700,000 compared with 22,400,000 ten years ago," Mr. Sheaffer said. "With indications pointing to a continuation of this upward trend, the market for fountain pens, ballpoints and mechanical pencils can be expected to expand accordingly."

The pen executive said U.S. writing instrument industry figures for last year should exceed the previous year's totals in both unit production and dollar volume. He added that his own company's sales for the first quarter of this fiscal year are running about 20 per cent ahead of the same period in 1960.

LITTLE RADIOS BIG — Small radios have become big gift items. According to a leading U.S. manufacturer of gifts — Bulova Watch Co. — half of the 9.2 million radios purchased last year were bought in the Sept. 1 - Dec. 1 period which covers both back-to-school and Christmas gift buying.

The big increase has been in the sale of handsome little transistorized models, most of which are small enough to slip into a pocket or purse. Clock types that make welcome gifts for bedrooms and college dormitory rooms, and table models in colors and style to match the kitchen, porch, office or other rooms are also popular.

IN FACT, says the Bulova study, the average family now has three radios at home. The industry expects the number to jump to over four soon.

Most of the gift radio purchases will be models costing under \$75 and will be purchased "on impulse" in jewelry stores, gift shops, small appliance outlets and other places where buyers seek out gifts that are "different" yet useful.

THINGS TO COME — A super vending machine just unveiled dispenses cosmetics, drugs, hardware, toys, film, sporting goods or similar merchandise, and even makes change for paper currency. Latest in vacuum cleaners is a new streamlined canister model with a power selector that allows the housewife to dial the proper suction for various cleaning jobs. It also has a power head with three rows of beaters which vibrate 2000 times a minute to loosen deeply embedded dirt.

OPTIMISTIC CONSUMERS — American consumers have greater confidence in the nation's economy now than at any time in the past three years, a survey of 15,000 consumers reveals.

The survey, conducted by Newsweek and made public last week, found that Americans have adopted far more

expansive shopping plans since the middle of February, but noted that their optimism had not yet been translated into

concrete purchase plans. **LOTS OF BUSINESS** — Layers of people seem to look forward to a plentiful supply this year, and better quality, resulting from cool weather. Trees were tapped earlier this

year and output jumped 34 per cent from 1959 to 1,510,000 gallons. Natural rubber currently is bringing 32½ cents a pound in New York, up four per cent from January. The difficulties in Laos are blamed

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for the rise. The prices of new synthetics, which duplicate most qualities of natural rubber, remain about the same. Punishing winter weather has forced many Eastern states to

hike spending for highway repairs; Pennsylvania, for example, is spending almost 20 per cent more than a year ago for spring overhauling of its main roadways.

Loss of Oxygen Kills 1000's of Rainbow Trout

Approximately 100,000 rainbow trout 4 to 8 inches in length perished recently in the Department of Fish and Game's Fish Springs Hatchery near Big Pine when the installation's drought-reduced water supply suddenly lost most of its dissolved oxygen.

Some 550,000 other trout in the hatchery survived the ordeal which began at dusk Saturday and ended at daybreak Sunday morning.

In the previous two weeks the DFG had planted out 200,000 trout from the hatchery as an emergency measure to lighten the fish load there. The emergency stocking is continuing with another 100,000 sub-catchables from Fish Springs now being distributed among Crowley Lake, the Bridgeport Twin Lakes and Topaz Lake.

Fish Springs Hatchery normally operates on a flow of from 25 to 30 cubic second feet of spring water, but continuing drought has now reduced that flow to only 9 c.f.s., or one-third of normal.

The recent trout kill developed when an unusually warm, calm day was followed by a warm, calm night and the water suddenly lost most of its dissolved oxygen. All trout in the hatchery were in excellent condition on Saturday.

All of the hatchery's reduced water supply is now being concentrated in one series of fish-rearing raceways. Two series of raceways are normally operated there.

Wootton, Curtis Lead Waves To Grid Victory

Ron Wootton and Larry Curtis were honored recently as Pepperdine College's outstanding football players after they led the current varsity to a 25-7 triumph over the Alumni All-Stars before 500 freezing fans at Hawthorne High school.

The tilt marked an end to four weeks of spring football practice, and previewed the '61 varsity to those hearty enough to brave the elements.

Freshman fullback Wootton from Lynwood was named the outstanding back of the game, while sophomore tackle Curtis from Paramount picked up the plaque as the best lineman in the clash.

Similar awards went to Alumni end Wixie Robinson from Fresno and halfback Al Leola.

Only casualty of the 60 minutes of hard knocking was varsity halfback Bobby Wilhoite, the underdogs top runner of the evening, who suffered a shoulder injury and had to be removed by ambulance.

The varsity scored on a three-yard run by Wootton, a short pass from Carl Shields to Mike Wystrach, a two-yard jaunt by Bill Clark and a 63-yard aerial from Shields to Mike "Tink" Hultz. The "old grads" made their only trip across the goal line on a 58-yard pass play from Jay Roelen to Marv Sampson.

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18"x48" 29.99
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- ham as you like it . . . tender, tasty, cooked in its natural juices, boneless!
- now you'll always have enough . . . for the main course, for a robust sandwich, for unexpected guests, for just being good to your appetite!
- a flavorful treat for your family . . . a high-protein addition to your zesty menu . . . and look how easily we make it yours:

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- crisp cotton oxford cloth . . . half-sleeved comfort . . . and happily wash-and-wear (washers, please note)
- smartly detailed and sanforized . . . year-long favorites in sizes 14½ thru 17
- and now our colors: white, of course . . . and suntan . . . and cool blue . . . plus pencil stripes in blue, grey or tan!
- right you are . . . this is the shirt you've eyed at \$5 in men's shops!

2.59
2 for \$5
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Boys' Knit Sport Shirts

- boy-flattering cotton knits for that everloving dad of yours!
- junior editions of dad's . . . crewnecks, v-necks, Ivy leagues, continental, shawl collars and others . . . in a wagonload of colors!
- easy washing, little ironing . . . just what mom ordered!
- sizes 6 to 16 . . . for summer, for school, for sport, for sunday!

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72" x 108" 1.99
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- one full pound . . . slice after slice . . . lean and delicious and high-protein!
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- canned, savory, table-ready . . . keep a can or two always handy

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100% Nylon Throw Rugs

- the perfect size for bedroom, bath, hall . . . 45"x25"
- resilient foam rubber backing . . . soft, skid-resistant
- pre-shrunk and washable (what a delight!)
- long, luxurious nap . . . in rose, lavender, black, turquoise, orange, gold, white
- scatter color, scatter comfort!

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Floor-to-Ceiling Pole Lamps

- the custom look in lighting . . . a lamp aglow from floor-to-ceiling
- vertical illumination in two exciting models
- the slim metal poles extend floor-to-ceiling 7½ to 8½ feet
- fitting snugly under spring tension . . . no tools, no drilling
- our pole lamp has 3 swivel diffusers . . . and individual switches . . . in black or cocoa with matching shades or shades of brass
- our glamorous capri lamp has a barrel shade of bamboo-fiber glass . . . its pole is brass inlaid with black, sand or cocoa

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Set of 6 Brandy Snifters

- crystal beauty, transparent color
- a matching set of six snifters . . . tinkling additions to your liquor locker (lower?)
- assorted colors . . . in blue, green, amethyst, charcoal, amber, gold
- intoxicating . . . and we've set up six for you
- cheers, like!

1.99 set
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Floor-to-Ceiling Room Dividers

- fine 'em up to divide a room, form an entrance, support climbing vines
- a slim metal pole . . . extends floor-to-ceiling under spring tension . . . snug, movable
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